



**Request for Qualifications #10-013-215-LH-150**

**Zoning Code Update**

**Submission Deadline: 5:00 PM, May 1, 2015**

**Submit Statement of Qualifications to:**

**City of Cedar Park  
Finance Department  
450 Cypress Creek Road, Building 1  
Cedar Park, TX 78613**

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## **1. Request Overview**

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The City of Cedar Park seeks the services of a qualified professional consultant to draft a new Zoning Ordinance. This zoning ordinance should incorporate recommendations included in the recently adopted Comprehensive Plan (adopted November 2014); this Plan is the third update to the original, and includes a number of goals, some considered “breakthrough” or stretch goals, and 21 objectives categorized under general themes of Future Land Use, Transportation, Infrastructure, Public Facilities and Livability. The zoning ordinance should also incorporate current and best planning practices, as well as provide clarification and consistency, remove contradictions or obsolete regulations, and to incorporate graphic illustrations, as may be appropriate.

This update will involve working through a collaborative process that involves a variety of stakeholders, including a Council-appointed Advisory Committee, culminating in a fully updated, user-friendly zoning ordinance complete with illustrations and a newly adopted zoning map that reflects the changes to the zoning district structure. The resulting zoning ordinance should be simple, flexible, easily understood by the general public, and easily administered by staff.

## **2. Community Profile**

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Cedar Park was incorporated in 1973 and is located approximately 20 miles north of downtown Austin. Located primarily in Williamson County, the City’s approximate 33.3 square miles of corporate limits and extraterritorial jurisdiction (ETJ), is surrounded by the jurisdictions of Leander, Round Rock, Austin, and Jonestown; the City’s jurisdiction cannot expand further.

The City has consistently been identified as one of the fastest growing suburbs in Texas and in the nation, with population increasing from just 5,161 in 1990, to 26,049 in 2000. Currently, there are an estimated 65,000 city residents and an estimated 17,000 residents in the ETJ. At maximum build out, the population of Cedar Park (city limits and ETJ) is expected to approximate 115,000 residents.

The pattern of land development reflects fast population growth. Lower-density residential is the primary land use, followed by parks and open space, and regional commercial and office uses. At present, approximately 74% of the area in Cedar Park and its ETJ is developed or used for drainage and right-of-way purposes.

Of the 25% that remains available for development, six areas have been designated as special “planning areas” within the Comprehensive Plan. These areas have been envisioned as livable places – places where people want to be; all future development in these areas is intended to be high-quality construction with interconnected design to support pedestrian traffic. Whether developed as an entertainment district, educational campus, walkable mixed-use project, or business park, it is anticipated these tracts will likely require unique development plans. In addition, the Bell Boulevard Corridor, comprising another 470 acres within the City, has been identified as a separate study and planning area for redevelopment. This study is ongoing.

Consequently, a zoning code that encourages the development of targeted planning areas and other vacant tracts, and allows for appropriate and quality redevelopment and infill, is desired.

### **3. Project Background**

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The City's current zoning ordinance was adopted in 1975; the last major revision occurred in 2007. The zoning ordinance is a solitary chapter within the City's Code of Ordinance. This zoning chapter is comprised of 12 articles with 37 base zoning districts and overlay zones. While the chapter contains traditional land uses, height and setback requirements, it does not contain site development standards. Zoning regulations do not extend to areas currently within the City's ETJ. Sign regulations, site development regulations, and subdivision regulations are found in other chapters of the Code, and do extend to the ETJ.

The current zoning chapter is outdated. It reflects a time when the City of Cedar Park was primarily undeveloped and sparsely populated, but growing rapidly as a suburban community. Today the opposite is true: 75% of the City and its ETJ are developed (71% and 82%, respectively); approximately 70% of the area's estimated buildout population already resides in the City and ETJ. The new zoning code should reflect the fact the City is a developed, suburban municipality with opportunities for continued new development, especially along primary corridors and other targeted areas, as well as infill and redevelopment.

In addition to being in need of an update to reflect current conditions, the zoning chapter should also be revised to reflect the future land use recommendations, goals, policies, and priorities articulated in the recently adopted Comprehensive Plan. The Plan specifically discusses zoning regulations that promote larger-lot alternatives for future residential development as well as a redevelopment code that provides strategies for desirable redevelopment and infill. In both cases, the goal is to promote higher quality development.

### **4. Statement of Qualifications Submission Guidelines**

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Statements of Qualifications shall be prepared simply and economically, providing a straightforward, concise description of the respondent's ability to meet the requirements of this RFQ. Emphasis shall be on quality, completeness, clarity of content, responsiveness to the requirements, commitment to schedule, and understanding of this City's needs. When the information in the SOQ is ambiguous, out of order, or absent of the requested information, the ranking for that item may be scored as little as 0%.

#### **4.1 Inquiries**

To submit written questions concerning the Request for Qualifications, you may contact:

Amy Link, AICP

Assistant Director, Development Services [amy.link@cedarparktexas.gov](mailto:amy.link@cedarparktexas.gov) or

Lee Heckman, AICP

Planning Manager, Development Services [lee.heckman@cedarparktexas.gov](mailto:lee.heckman@cedarparktexas.gov)

#### **4.2 Closing Date and Contact information:**

Ten copies of the Statement of Qualifications are required along with one PDF version on a USB storage device (the device will not be returned). Responses must not be sent by facsimile or email. Responses and their envelopes should be clearly marked with the name and address of the respondent and the program title. Statements of Qualifications are to be delivered by 5:00pm, May 1, 2015 to:

Karin DeVasto  
 Purchasing Manager, Finance Department  
 City of Cedar Park, 450 Cypress Creek Road, Building 1  
 Cedar Park, Texas 78613  
[karin.devasto@cedarparktexas.gov](mailto:karin.devasto@cedarparktexas.gov)

### **4.3 Late Responses**

Statements of Qualifications will not be accepted after the due date.

### **4.4 Qualifications Selection Committee**

The Committee who will review the statement of qualifications will consist primarily, but not necessarily exclusively, of City staff. It is anticipated that staff will be drawn primarily from Development Services, City Management, and Economic Development.

## **5. Scope of Services and Deliverables**

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### **5.1 List of Services to be Provided by Respondent**

- Research and Analysis;
- Technical Report Writing;
- Public Involvement and Outreach;
- Web Design and Maintenance of Internet Applications (and other forms of social media);
- Recordkeeping of Public Involvement;
- Geographic Information Systems Data Creation and Mapping; and
- Presentations to General Public, City Staff, Planning and Zoning Commission, and City Council

### **5.2 Main Objectives**

**5.2.1 Incorporate recommendations that are related to zoning from the 2014 Comprehensive Plan for Cedar Park (“the Comprehensive Plan”) into the revised and updated zoning ordinance. This will include, but is not limited to, the following:**

- Restructuring the zoning districts to be consistent with the goals of the 2014 Comprehensive Plan and Future Land Use Plan;
- Revising requirements and allowances of the Planned Development District to incorporate the Planning Area concept as defined in the Comprehensive Plan; and
- Revise requirements and allowances of the current zoning chapter’s Mixed Use District, and consider adding elements of Mixed Use to other zoning districts.

**5.2.2 Update Chapter 11 to accomplish the following, at a minimum:**

- Provide a complete glossary/definition of terms;
- Remove obsolete regulations and create consistency between each of the zoning articles and districts;
- Provide a single and complete permitted land use table and remove the permitted uses from the individual zoning districts;
- Provide diagrams and exhibits that depict zoning concepts (i.e. setbacks, compatibility, buffers, measurements, interface, etc.) where appropriate;
- Incorporate alternative lot standards or other alternate compliance guidelines for infill and redevelopment areas; and
- Address issue of non-conforming uses and structures.

### **5.3 Not Included in the Scope of Services**

- Sign, site, and subdivision regulations will remain separate from the zoning ordinance, and remain separate sections of the City's code of ordinances; a unified development code is not anticipated at the present time.

### **5.4 Deliverables**

- Convene, organize, and lead multiple stakeholder workshops;
- Iterative drafts and final draft of the revised ordinance for staff & stakeholder review;
- PowerPoint presentations for stakeholder, commission and council meetings;
- Updated zoning map based on City GIS datasets and in a digital format approved by City GIS staff (such as ESRI layer files); and
- Comprehensive zoning ordinance (digital versions in formats to be approved by the City staff (such as .pdf & .docx);

## **6. Timeline**

The schedule for this project will be based on the selected consultant's proposed timeline. City staff expects that a new ordinance and zoning map would be completed within 12-18 months of the execution of the professional service agreement. Please include a proposed timeline for how your firm would execute the proposed services, and include any significant milestones or check points, that reflects this timeline.

## **7. Evaluation of Statement of Qualifications**

### **7.1 Requirements**

By submitting the SOQ, each respondent accepts the evaluation process as outlined in this section.

Respondents shall carefully read the information in the following evaluation criteria and submit a complete Statement of Qualifications to all questions in this RFQ as formatted below:

#### **7.1.1 Qualifications and Availability (10%):**

- Provide a statement on the availability and commitment of the firm, its principals and assigned professionals to undertake the project, reporting responsibilities, and how the firm will interface with the City of Cedar Park's project manager. If headquartered outside the immediate area, indicate staff availability and how assigned staff will interact with Cedar Park staff and stakeholders.
- Provide a statement of interest for the project including a narrative describing the firm's specific expertise and unique qualifications as they pertain to this particular project.
- Provide a statement discussing the firm's knowledge of Texas zoning regulations.

#### **7.1.2 Proposed Staff (25%):**

- Organizational chart for personnel who are to work on this project including certification or licensure information.
- Provide the Project Manager's experience. A minimum of three similar projects within the past five (5) years is preferred.
- Provide the staff's experience with similar projects within the past five (5) years.
- Names and roles of key personnel proposed to work on this project and their primary office location. Percentage of staff located in local office conducting work,

- as appropriate.
- e. Include resumés for all key personnel and indicate any individuals who have had previous experience on similar projects and are proposed to work on this project. Do not include resumés of firm personnel who are not proposed for this project.
- f. Provide staffing size by areas of expertise. Only include staff proposed for this project.
- g. Provide current workload of the firm.
- h. Provide staff availability to perform services.

### **7.1.3 Similar Project Experience (25%):**

- a. Provide an overview and brief history of the firm.
- b. Provide examples of at least 3 similar projects, but no more than 10, completed in the last five (5) years by the firm, each including:
  - Project name and location.
  - Name of Project Manager (indicate if different than PM proposed in 7.1.2.(b)).
  - Project services provided.
  - Description of the project highlighting similarities with proposed project.
  - Date of completion or project status.
  - Client name and contact person, including full contact information.
  - History of achieving the project schedule.
  - History of accomplishing services within established budget, including planned vs. actual.
  - Lessons learned from the project.

### **7.1.4 Project Approach (35%):**

- a. Discuss the following, as related to the proposed project:
  - Approach to planning, organizing, and project management, including communication procedures, approach to problem solving, quality control, innovation, and other similar factors.
  - General summary of how the project would be performed.
- b. Provide a project schedule.
- c. Provide a public outreach, stakeholder participation, or engagement plan.

### **7.1.5 Project Summary (5%):**

- a. Provide a maximum two (2) page summary of your submittal and add any other comments that you feel would make your firm uniquely qualified to participate in this project.

## **7.2 Review and Selection**

### **7.2.1 Selection Process**

The Selection Committee will review and evaluate the respondents SOQ and determine if interviews and presentations are necessary. The Selection Committee may determine to give interview and presentations to all respondents or to only the top-ranked respondents. The ranking for interviews and presentations will be determined using the respondents' proposal document and the stated Evaluation Criteria. Upon completion of the interview and presentation process, a new and final score will then be determined by each Selection Committee member, and the highest scoring firm will be asked to submit a fee proposal to begin contract negotiations.

The City and selected consultant will work collectively to refine the specific scope of services to be provided and negotiate a contract for the services. If a contract cannot be successfully negotiated with the selected firm, discussions will be terminated and a contract will be negotiated with the second highest scoring firm. Subject to appropriate approvals and successful contract negotiation, the Selection Committee will recommend that the City Council authorize the execution of the contract at the next scheduled City Council meeting. Prior to authorization of the negotiated contract, a brief presentation to the City Council by the selected respondent will be required.

### **7.2.3 Expenses Associated with SOQ**

The City of Cedar Park will not provide compensation or defray any costs incurred by any firm related to the response to this request. The City of Cedar Park reserves the right to negotiate with any and all persons or firms. The City of Cedar Park also reserves the right to reject any or all SOQ(s), or to accept any SOQ deemed most advantageous, or to waive any irregularities or informalities in the SOQ received, and to revise the process schedule as circumstances arise.

## **8. Confidentiality**

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All documents submitted in response to a solicitation shall be subject to the Texas Public Information Act. Following an award, responses are subject to release as public information unless the response or specific parts of the response can be shown to be exempt from the Texas Public Information Act. Pricing is not considered to be confidential under any circumstances.

Information in a submittal that is legally protected as a trade secret or otherwise confidential must be clearly indicated with stamped, bold red letters stating "CONFIDENTIAL" on that section of the document. The City will not be responsible for any public disclosure of confidential information if it is not clearly marked as such.

If a request is made under the Texas Public Information Act to inspect information designated as confidential, the Respondent shall, upon request from the City, furnish sufficient written reasons and information as to why the information should be protected from disclosure. The matter will then be presented to the Attorney General of Texas for final determination.

## **9. Copyright Release**

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Those firms responding to this RFQ shall supply a copyright release in order for the City of Cedar Park to make and distribute copies of any copyrighted materials submitted as part of the Selection Committee's activities.

## **10. Work Product Property**

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All documents, graphics, maps, and exhibits produced by the successful consultant as part of this planning project shall be provided to the City, become the property of the City of Cedar Park, and are to be available for use by the City in any manner the City deems appropriate.



# CONFLICT OF INTEREST QUESTIONNAIRE

**FORM CIQ****For vendor or other person doing business with local governmental entity**

This questionnaire reflects changes made to the law by H.B. 1491, 80th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code by a person who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the person meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the person becomes aware of facts that require the statement to be filed. See Section 176.006, Local Government Code.

A person commits an offense if the person knowingly violates Section 176.006, Local Government Code. An offense under this section is a Class C misdemeanor.

**OFFICE USE ONLY**

Date Received

**1** Name of person who has a business relationship with local governmental entity.

**2** ☐ Check this box if you are filing an update to a previously filed questionnaire.

(The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date the originally filed questionnaire becomes incomplete or inaccurate.)

**3** Name of local government officer with whom filer has employment or business relationship.

\_\_\_\_\_  
Name of Officer

This section (item 3 including subparts A, B, C & D) must be completed for each officer with whom the filer has an employment or other business relationship as defined by Section 176.001(1-a), Local Government Code. Attach additional pages to this Form CIQ as necessary.

A. Is the local government officer named in this section receiving or likely to receive taxable income, other than investment income, from the filer of the questionnaire?

☐ Yes

☐ No

B. Is the filer of the questionnaire receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer named in this section AND the taxable income is not received from the local governmental entity?

☐ Yes

☐ No

C. Is the filer of this questionnaire employed by a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership of 10 percent or more?

☐ Yes

☐ No

D. Describe each employment or business relationship with the local government officer named in this section.

**4**

\_\_\_\_\_  
Signature of person doing business with the governmental entity

\_\_\_\_\_  
Date